



Traffic Tech

NHTSA TECHNOLOGY TRANSFER SERIES



Number 6

August 1990

Year of the Child in Emergency Medical Services

Many children are seriously injured or killed each year in "accidents." Motor vehicle and bicycle crashes, drownings, burns and poisonings account for over 20,000 childhood deaths a year. Four times that number are permanently disabled. Each year, traffic crashes alone account for about 50,000 injuries to children less than five years of age and are the leading cause of death for all children between 6-14 years old. Contrary to popular belief, accidents are not unforeseeable and thus unpreventable occurrences, but rather predictable events that can be prevented or the consequences minimized through changing behavior and controlling the environment. Many of these events could be prevented, and the risk of sustaining irreversible injury could be lessened if appropriate emergency care is quickly available.

To address this problem the University Medical Center in Jacksonville, Florida, is conducting a national campaign entitled the "Year of the Child in Emergency Medical Services (EMS)." The Year of the Child in EMS is a multi-media public awareness and education campaign which enlists the support and cooperation of the medical community and the public to: "save children from needless death and injury due to preventable accidents." The goal is to reduce injuries to children by raising public awareness of the roles the EMS system and the public play in prevention and providing emergency care for children.

The campaign runs from June through November of 1990 and culminates with a "Report to the Nation" in Washington, D.C. The campaign is directed at both the general public and the medical community and consists of: medical mailers developed by participating medical organizations for their memberships (American College of Emergency Physicians, American Academy of Pediatrics, National Association of EMT's, National Association of EMS Physicians, American Pediatric Surgical Association, American College of Surgeons, Emergency Nurses Association, and the National Association of State EMS Directors); mass media and special city events to draw national attention to the campaign's safety themes (motor vehicle, bikes/helmets, EMS, drowning, CPR, and poisoning); and activities to highlight injury prevention and EMS during National Emergency Medical Services Week (September 16-22, 1990).

National Campaign Chairman, Dr. Robert Luten, has enlisted the support from the public and private sectors to assist in reaching the goal of reducing childhood injuries. A network of medical associations, hospitals, government agencies, and non-profit organizations has been developed to distribute campaign promotional materials and conduct special promotional events.

For copies of brochures and additional information about this project write to:

Robert Luten, M.D.
National Chairman, Year of the Child in EMS
University Medical Center
655 West Eighth Street
Jacksonville, Florida 32209

U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

400 Seventh St., S.W.
Washington, D.C. 20590

Official Business
Penalty for Private Use \$300

Postage and Fees Paid
National Highway
Traffic Safety
Administration
DOT 517

